



SURANA COLLEGE

PG Department of Commerce (M.Com)
16, South End Road, Bangalore-04,
Tel: 080-26642292, 22446141
www.suranacollege.edu.in
ISO Certified, NAAC A+Grade

INDUSTRY COLLABORATIVE & COGNITIVE ABILITY BUILDING ACTIVITIES CONDUCTED BY PG DEPARTMENT OF COMMERCE – ACADEMIC YEAR 2020-21

PG department of commerce conducted various industry collaborative & cognitive ability building activities for the Academic year 2020-21
Following are the one activities & their benefits.

Name of the Activity	Activities	Benefits
Industry Internship	Industry Collaborative activity	Students understand the practical needs of the industry & equip themselves
Case Study	Industry Collaborative activity	Increases the problem solving abilities of the students
Quiz	Cognitive ability building activity	Increases inquisitiveness & fun in learning
Cross Words	Cognitive ability building activity	Curiosity & fun
News updates	Informative	Staying abridged with the current updates in the industry

For
Nagawalli
Program Coordinator

Co-Ordinator
PG Department Of Commerce (M.Com)
SURANA COLLEGE
South End Road, East Bengaluru
BANGALORE - 560 004

Bhauz
PRINCIPAL
SURANA COLLEGE
16, South End Road,
Bangalore - 560 004.

To,
CANARA BANK
SPENCER'S TOWERS
#86, Mahatma Gandhi Road, Shanthala Nagar
Ashok Nagar, Bengaluru-560001

Date-21-06-2021

Dear Sir/Madam,

Sub: Requesting for Internship opportunity for our M.Com students.

Greeting from the PG Department of Commerce and Management, Surana College!

The M.Com students of our college are required to undergo internship training in Industry, in order to understand the practical needs of the industry as a part of their curriculum and evaluation. The objective of the training is to provide a feel of the environment in an organizational set up so that they are able to relate theory with practice. In this regard I request you to provide an Internship opportunity for our students.

Name of the Students: Poojitha Srinivas

The training could cover an orientation on the following functions:

1. Profile of the Organization.
2. Marketing Functions (They may be made to work in the Market).
3. Finance Department.
4. Human Resources Department.

We assure you that our students will also be useful to your esteemed organization little ways to carry out certain tasks assigned to them by you while on training in your Organization.

Thanking You

Yours Sincerely,



(Narendra.K)
Program Co-ordinator
P.G. Department of Commerce

Shaiya H.S

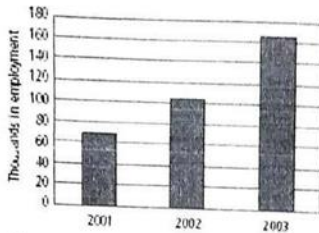
The Global Business Environment: Meeting the Challenges
Janet Morrison

3rd Edition, Palgrave Macmillan
www.palgrave.com/business/morrison/bes3

Call centre jobs migrate to India

Case taken from *The International Business Environment*, second edition (Palgrave, 2006), by Janet Morrison

Call centres were once heralded as the providers of much-needed jobs in areas where the decline in manufacturing industry had left economic stagnation and high unemployment. Areas such as the northeast of England and Wales attracted call centres, largely in banking and financial services, where the need was for efficiency in handling large numbers of fairly routine queries from customers. An element of their attraction for businesses was the low-cost environment which they offered, and for employees, job and training opportunities. However, the reality turned out to be less rosy than expectations had suggested, and the quest for cost savings has led to a migration of these jobs to low-cost locations, particularly in India.

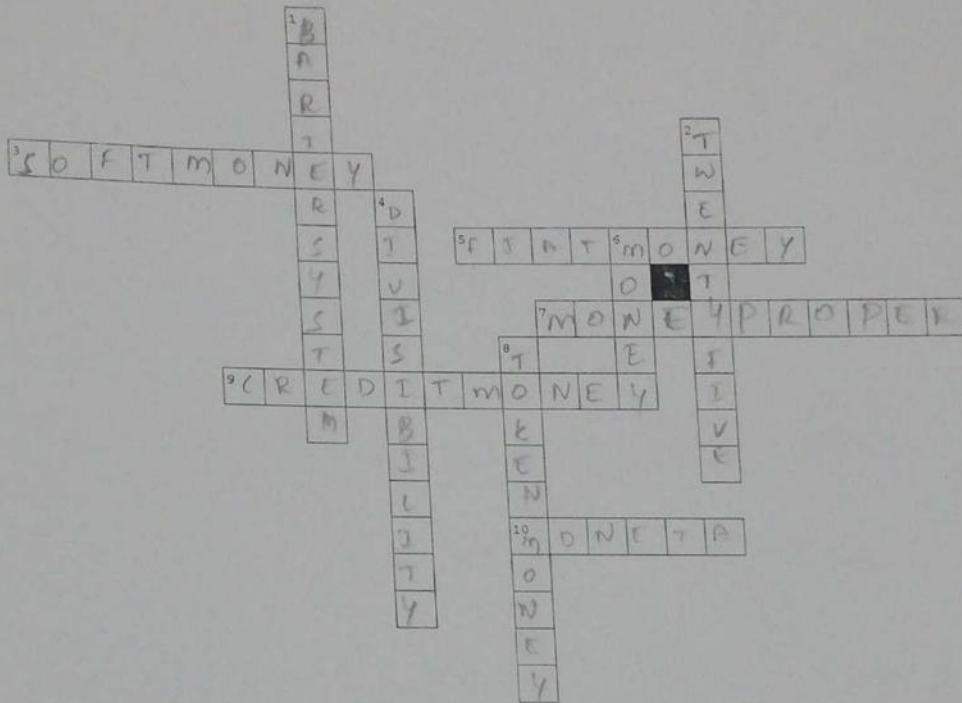


Growth in contact centres in India (Includes computer and voice call centres)
Source: Roberts and Luce, 2003

Call centre work acquired a reputation as a 'sweatshop' environment in the UK, which has been slow to shift. Low pay, poor working conditions and limited career prospects have led to high staff turnover and employees seeing this type of work as casual or temporary. A number of high-profile companies, including HSBC, Aviva (insurance) and BT, have shifted call centre jobs to India. HSBC, the world's second largest bank, cut 4000 UK jobs in 2003, relocating the work to India, Malaysia and China, in one of the largest transfers of British jobs to overseas locations. Its chief executive said: 'As one of the world's largest financial services companies, HSBC has a responsibility to all its stakeholders to remain efficient and competitive' (Croft, 17 October 2003). For HSBC's UK employees, the company's advertising slogan, 'the world's local bank', had a particularly hollow

Announcing the shift of two call centres to India, BT's management highlighted the dilemma – the need to seek the low-cost locations, but also sensitivity to the employment implications for current UK employees (Singh, 10 March 2003). BT has outsourced jobs to service companies in the UK, reflecting a trend of 'outsourcing' which has developed in the industry. Under an outsourcing contract, a specialist call centre company agrees to provide call centre services for an organization such as BT. Garland Call Centres is one of these companies, employing 1300 people, making it the largest private sector employer in Hartlepool in the northeast of England. Customers phoning a helpline with a query regarding a gas provider, mobile phone provider or bank will probably have no idea they are speaking to a Garland employee rather than directly to the provider. For Garland, the attraction of Hartlepool was a pool of potential workers, many with a university education, with the added advantage that, because of high regional unemployment, they are willing to work for as little as £10,000–13,000 a year. A third of Garland's employees have university degrees.

Monetary system



Across

3. Also called as paper money
5. Money whose value is fixed by government
7. it is otherwise known as actual money
9. banks issue this in the form of cheques and drafts
10. Latin word through which money is derived

Down

1. goods exchanged for goods
2. maximum amount one can pay using subsidiary money
4. dividing into smaller parts without losing its value
6. abstract unit of account
8. money whose intrinsic value is less than its face value



IPR CLASS ACTIVITY

MR. SUDEEPA K

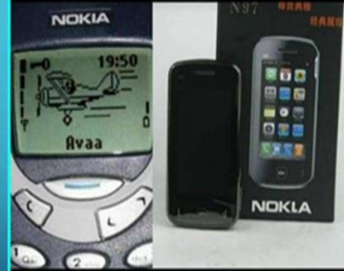
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WHICH ONE IS CORRECT?



Famous brands & their Chinese Topics



Nokia

Nokla

Coca-Cola

Coca-Cola

Famous brands & their Chinese Topics



Pizza hut

Pizza huh

Famous brands & their Chinese Topics 2/8



The image shows two circular logos side-by-side. The left logo is the Starbucks logo, featuring a mermaid (Siren) inside a green circle with the words 'STARBUCKS' and 'COFFEE'. The right logo is the Sunbucks logo, featuring a green dragon-like creature (Bixie) inside a green circle with the words 'SUNBUCKS' and 'COFFEE'.

Starbucks Sunbucks

Famous brands & their Chinese Topics



The image shows two candy packages side-by-side. The left package is a red KitKat bar with the 'KitKat' logo. The right package is a red Kicker bar with the 'Kicker' logo.

Kitkat Kicker

7. How long do patents usually last for?

- 10 years
- 20 years
- 40 years
- 60 years

Which one is the correct logo?



The image shows two identical Chrome logos side-by-side, separated by a vertical line. Each logo consists of a four-colored wheel (red, yellow, green, blue) with a white circle in the center, and the word 'chrome' written below it.

chrome chrome

- WHEN WAS INTRODUCED COPY RIGHT ACT
1960
1957
1955
1953

What is the first product GI tagged in India.

1. Channapatna Toys
2. Tirupathi Laddu
3. Darjeeling Tea
4. Basmati Rice

5. What does a trademark protect?

- An invention
- A work of art
- Logos, names and brands
- The look, shape and feel of a product
- A secret formula

• When was introduced Geographical indication Act?

• 1997

• 1998

• 1999

• 2000

2. How many years trade mark protection is covered?

• 5 years

• 10 years

• 15 years

• 20 years

1. What protects the intellectual property created by artists?

- Copyright
- Geographical indications
- Patents
- Registered designs
- Trademarks





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CHANAKYA

NEWS PASTER

Date: 30/1/2021



1) Biden Says China Won't Surpass US as Global Leader on his watch

2) World Bank Fore Cast economy to Slump 10%

3) Sri Lanka Signs Three year \$1.5 Billion Currency Swap Deal with China

4) Boys who plays video games Linked with lower Depression Risk, UK shows study



1) 'Roohi ki Roohi' to provide Solar powered lamps to NDRF men across India

2) Indian Scientists develop 'Capsule' to curb Crop burning

3) Karnataka becomes first State to vaccinate over 2 Lakh health workers

4) Karnataka to launch Campaign to make 3.3 Lakh person Sterile by May 2021



1) LIC IPO can get govt ₹ 1 Lakh crore: CEA KV Subramanian

2) India's economy on path of gradual recovery : IMF

3) India move to 7th position on ICC WC Super League Standings

4) US olympics, doping chief calls for major WADA Reforms



Book Recommendation:

The Monk Who Sold his Ferrari
By Robin Sharma

Name of the Student:

Nawaz Khan



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CHANAKYA

NEWS POSTER

Date: 30/3/2021



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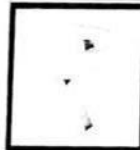
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1) Karnataka becomes first state to vaccinate over 2 lakhs health workers

2) Karnataka to launch Campaign to make 3.2 Lakh person literate by May 2021



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CHANAKYA

NEWS POSTER

Date: 29/03/2021



1) Former Trump adviser takes prominent role in fighting battle.

2) Pak PM Imran Khan greets Hindus on Holi.

3) Poland plans pensions for dogs, horses in state employment.

4) Doctors issue warning over rise in French Covid intensive care patients.

5) Massive explosion occurs at oil refinery in Indonesia's west Java.

6) India gifts Nepal Army one lakh doses of COVID-19 vaccine.



7) As COVID-19 cases rise, practical exams kick off at many CBSE schools today.

8) India, South Korea agree to go for joint production, export of military hardware.

9) 25 MLAs meet Karnataka CM Yeddyurappa, discuss way to tackle Yathal.

10) Kempegowda International Airport sees surge in small-time smugglers.



11) Tatas may move court on sight to buy back shares.

12) LIC seeks bids for custody biz, keeps MNC banks out.

13) Millennial Money: 10 golden financial planning rules for first-time earners.

14) India end best-ever WC campaign with 9 more goals.

15) ISSF World Cup: India settle for silver in 25 m rapid fire team event.

16) Saina Nehwal enters semifinals of Orleans Masters.



Book Recommendation: Wings of Fire

Name of the Student: Keerthi H.S